

# High Point Road/West Lee Street Central Gateway Corridor Plan

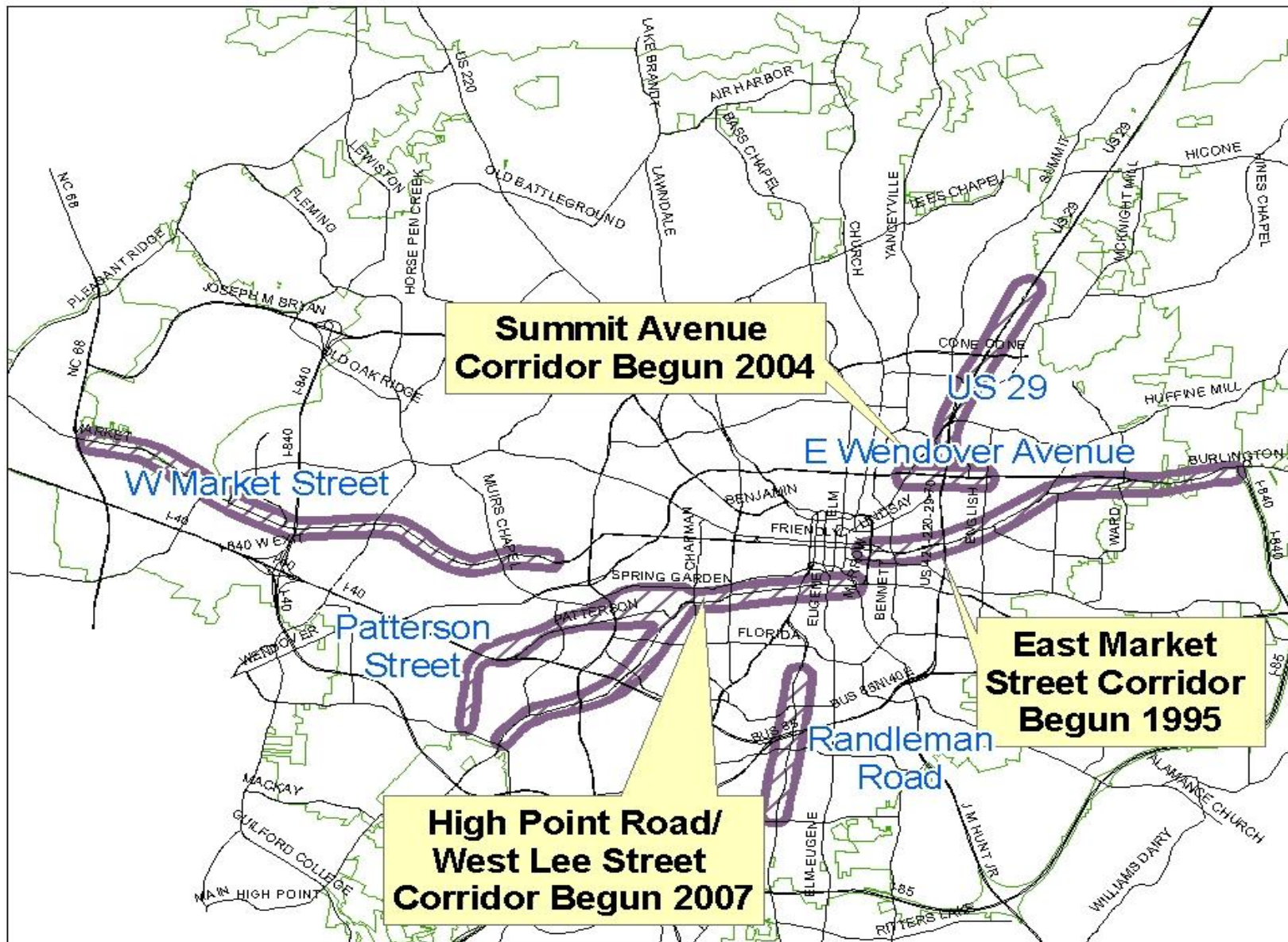
September 22, 2009  
Guiding Development and Design




# Background

- **Historically a gateway into Greensboro**
  - **Increasing levels of disinvestment**
  - **Identified as Reinvestment Corridor in Comprehensive Plan**
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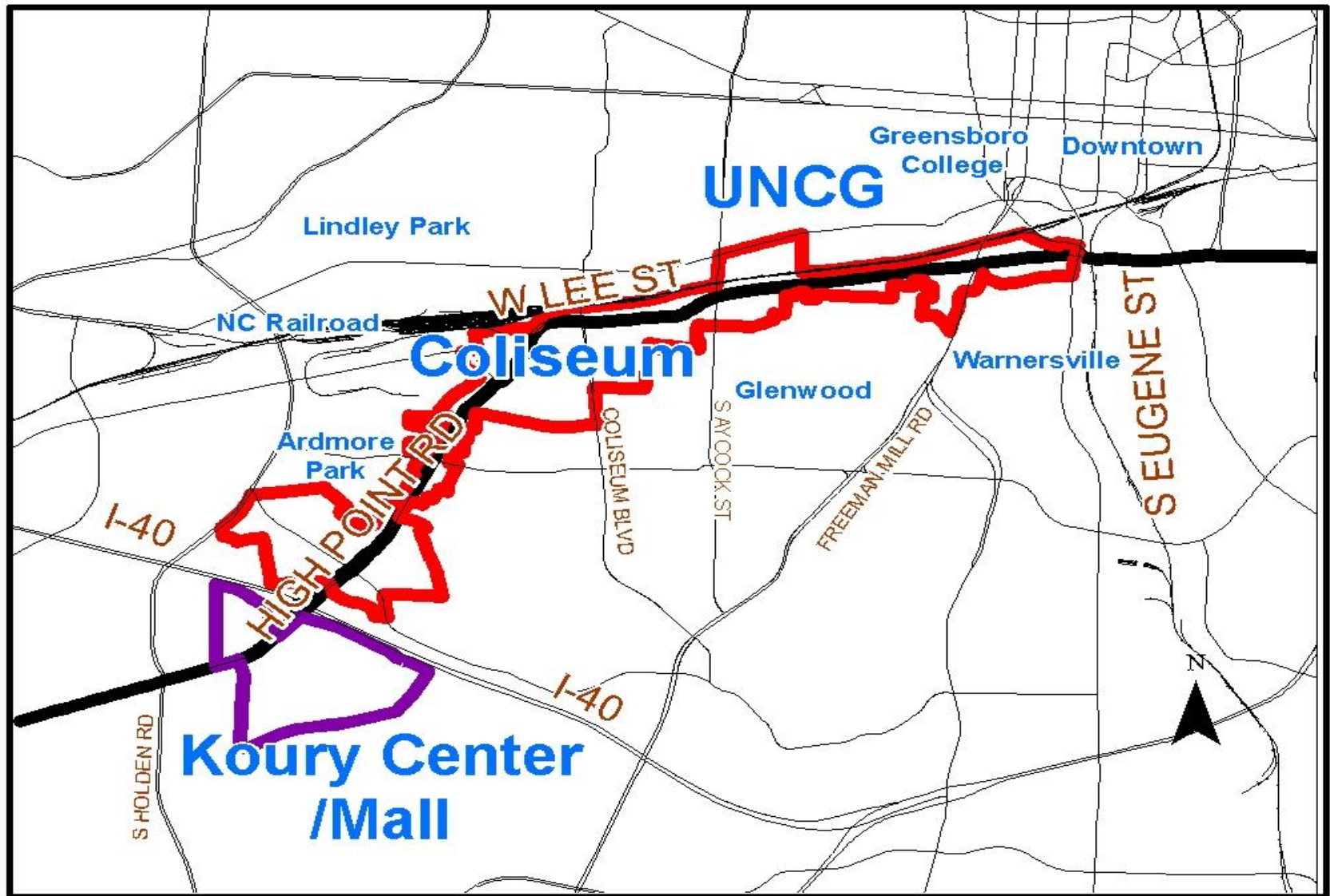
# Greensboro Reinvestment Corridors



# HP Rd/W Lee St Corridor Plan Startup

- Initial staff review Fall 2006
  - Full corridor approx. 5.5 miles
  - Full corridor deemed too long –  
Phases 1 and 2 identified
  - Initial Phase 1 - South Eugene Street to I-40
  - Added Hotels/Convention Center across I-40
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# HP Rd/W Lee St Corridor Plan – Phase 1



# HP Rd/W Lee St Corridor Plan Process

## January 2007

- Project kickoff (Coliseum)/ID Priorities
- Stakeholder meetings (20 to date)



## March 2007

- Citizen Committee meetings (7 to date)
- Project consultants (design and marketing)

## November 2007

- Community meeting (Coliseum)
- Key issues and concepts



# Process

## **July 2008**

- Citizen Committee reviewed Draft Plan recommendations

## **August 2008**

- City Council review key Plan recommendations


## **October 2008**

- Community meeting (Coliseum) for full draft Corridor Plan

## **December 16, 2008**

- Council adoption
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# Key Goals

1. **Reinvestment/Land Use** - Achieve substantial private reinvestment with higher densities, mixed use and quality
  2. **Transportation** - Preserve traffic capacity while improving safety and access for all options (ped/bike/transit/auto)
  3. **Infrastructure/Appearance** – Replace/enhance existing infrastructure in partnership to improve function & appearance
  4. **Public Safety** - Carry out coordinated strategy to increase corridor safety
  5. **Implementation** - Identify strong leadership to form association to actively carry out Plan
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# 1. Reinvestment and Land Use

Promote substantial, higher density mixed use development in activity centers and other mixed use pedestrian areas; emphasize “3 Villages” concept

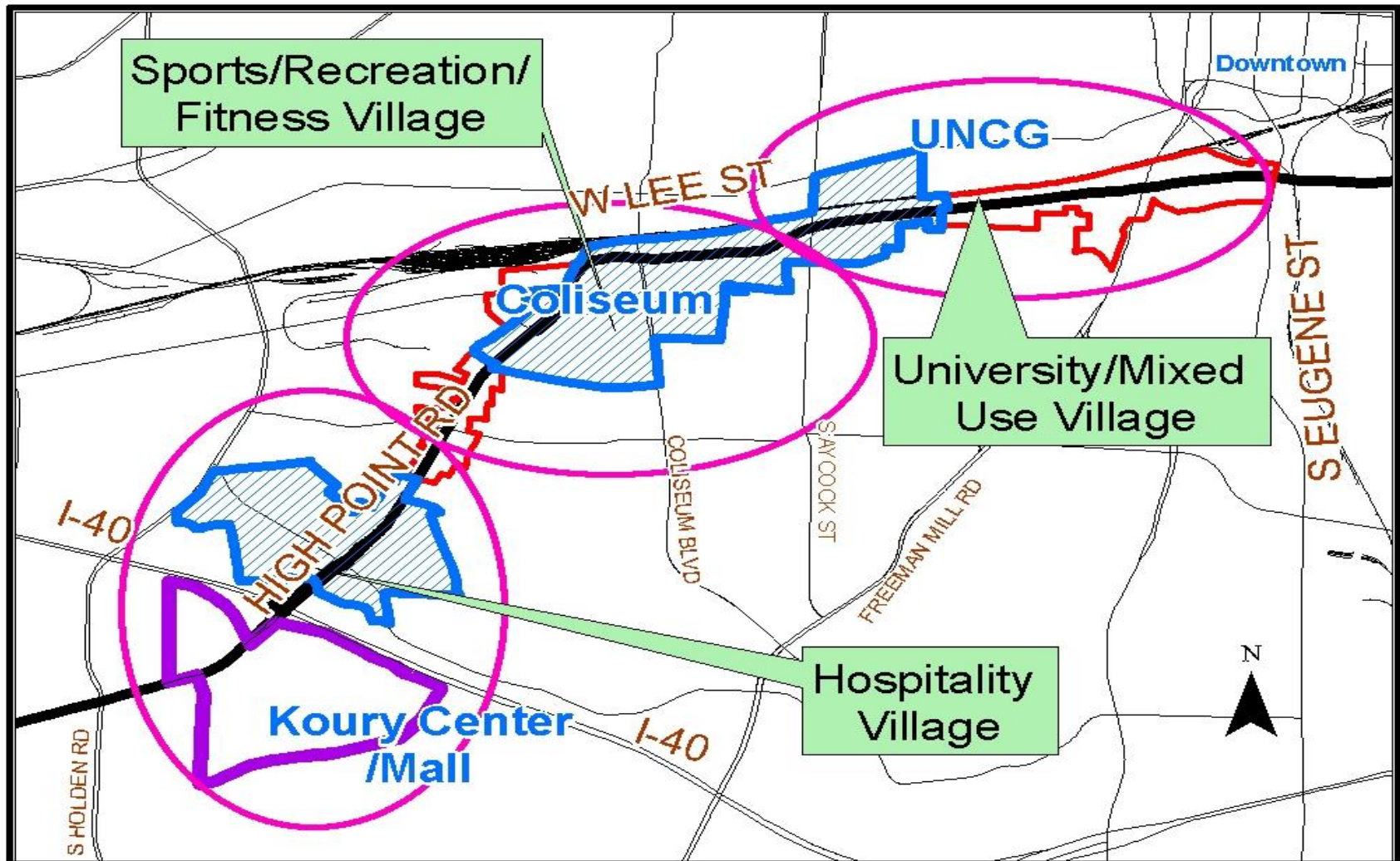


Charlotte



North Greensboro

# Activity Centers and Villages



# Public and Private Development Concepts

## SITES 6+7

### site six

#### TRAILERS AND UNDERUTILIZED RETAIL

Site Data: Site #6  
Total Acreage: 37 ac  
Existing Uses: Truck/Trailer  
Storage/Auto-Repair/Service/Retail  
Sales/Gas Station

Retail Data:  
Building Area: 32,000 sf  
Surface Parking: 154 Cars (4.8/1,000)

Residential Data:  
Building Area: 363 du @ 1,200 - 1,500 sf  
Surface Parking: 605 (1.6/1,000)

Indoor Regional Recreation:  
Building Area: 120,000 sf  
Surface Parking: 290 Cars  
Structured Parking: 200 Cars  
Total Parking: 490 Cars (4.0/1,000)

Outdoor Athletic Fields:  
4 Fields at 180' x 300'

### site seven

#### COLISEUM BOULEVARD TO AYCOCK STREET NORTH OF LEE STREET

Site Data: Site #7  
Total Acreage: 16 ac  
Existing Uses: Parking Lot/Vacant  
Lot/Retail Sales/Auto-Repair/Service/Bar  
Club Restaurant

Retail/Office Data:  
Building Area: 72,000 sf  
Surface Parking: 420 Cars  
Structured Parking: 150 Cars  
Total Parking: 570 Cars (5.3/1,000)

Residential Data:  
Residential Units: 136 du @ 1,500 sf  
Structured Parking: 210 Cars (1.5/du)

UNCG Park & Ride Data:  
Surface Parking: 690 Cars

### building details

- a Coliseum Related Use/Indoor Regional Recreation, 3 Sty  
1st - 2nd Floor Recreation: 70,000 sf  
Surface Parking: 130 Cars  
Structured Parking: 100 Cars  
Total Parking: 230 Cars (3.3/1,000)
- b UNCG Park & Ride: 690 Cars
- c University Mixed Use, 5 Sty  
Ground Floor Retail/Office/University Rec. Center: 30,000 sf  
2nd - 3rd Floor Structured Parking: 200 Cars  
140 Cars designated for 1st Floor uses: 4.7 Cars/1,000 sf  
60 Cars designated for residential uses: 1.5 Cars/du  
4th - 5th Floor Residential: 40 du @ 1,500 sf
- d Mixed Use Retail/Office/Residential, 3 Bldg, 4sty  
Ground Floor Retail/Office: 72,000 sf  
Surface Parking: 420 Cars (5.8 cars/1,000 sf)  
150 Cars designated for residential use (1.5 cars/du)  
3rd - 4th Floor Residential: 96 du @ 1,500 sf
- e Mixed Use Retail/Res, 3 Sty  
Ground Floor Retail: 14,000 sf  
(Retail uses along Lee St frontage only)  
Surface Parking: 72 Cars (5/1,000)  
1st - 3rd Floor Res: 30 du @ 1,200 sf  
57 Cars (1.5/du)
- f Residential, 3 Sty  
42 du @ 1,200 sf  
63 Cars (1.5/du)
- g Mixed Use Retail/Residential, 4 Bldgs, 3 Sty  
Ground Floor Retail: 18,000 sf  
(Retail along Lee Street frontage only)  
Surface Parking: 82 Cars (4.5/1,000)  
1st - 3rd Floor Res: 78 du @ 1,500 sf  
118 cars (1.5/du)
- h Residential, 4 Bldgs, 3 sty  
171 du @ 1,400 sf  
274 Cars (1.6/du)
- i Private Sports & Recreation Node, 3 Sty  
1st and 2nd Floor Recreation: 50,000 sf  
Surface Parking: 160 Cars  
Structured Parking: 100 Cars  
Total Parking: 260 Cars (5.2/1,000)  
Athletic Fields: 4 Each @ 180' x 300'
- j Existing Underdeveloped Area
- k Residential, 2 Bldgs, 3 Sty  
42 du @ 1,500 sf  
63 Cars (1.5/du)
- l Existing Beauty School & Parking

## Sports, Fitness, and Recreation Themed Village

Sports, fitness and recreation themed village for younger, independent residents;  
land uses include:

- \* Private fitness facility anchor
- \* Sports fields and regional scale indoor pool natatorium
- \* Convenience retail and sports retail with dining and drinking
- \* Housing for rent and for sale

### BUILDING COLOR CODE

- **End Cap Buildings** - Located at the ends of blocks, significant architectural treatments where facades front onto the street(s), significant corner treatments.
- **Plaza Buildings** - Located at roadway intersections, building corners are stepped inward to embrace pedestrian plaza spaces, arranged in pairs to encourage plazas and pedestrian activity on both sides of the street, significant architectural treatments where facades front onto the street(s), significant corner treatments.
- **Mid-Block Buildings** - Located in the middle of end caps and plazas, intended to support a continuous facade along the length of the development site with significant architectural treatments fronting onto the corridor.
- **Iconic Buildings** - Significant feature buildings located at key points along the corridor to generate visual interest and appeal along the length of the corridor, iconic features may include additional building height, towers, accentuated rooflines, or other building features.
- **Adaptive Reuse/Existing Building**



# 2. Transportation

Enhance transportation facilities to improve safety, link key destinations and support new uses while maintaining capacity

## **Pedestrians**

Create safer routes, improve key intersections

## **Bikes**

Enhance connections to existing bike facilities and destinations

## **Transit**

Enhance routes, frequency and facilities



# 3. Infrastructure/Appearance

Improve overall function and appearance of roadway, streetscape, and adjacent properties



- Roadway Upgrades
- Key Intersections
- Sidewalks, Crosswalks & Signals
- Other Pedestrian Amenities

Lighting

Landscaping

Accessories

# 4. Public Safety

Improve activity and levels of public safety within and around corridor



**Physical Improvements**  
(lighting, landscaping, safe access, increased activity)

**Corridor Watch/Cooperation**  
(education)

**Coordinated Security**  
(public and private resources)

# 5. Implementation (Five Year Actions)

## Corridor Leadership: Central Gateway Corridor Partnership

### ➤ Formation

- Represent Diverse Interests, Formal Structure

### ➤ Operations

- Maintenance
- Development Assistance
- Marketing
- Security(?)
- Implement Plan



# 5. Implementation (Five Year Actions)

## Key Implementation Tasks

### a. Reinvestment/Land Use

- Overlay Districts, Activity Center/area studies
- Private Investment – Est. \$100 million over 10 years (est. \$300 million over 20+ years)

### b. Transportation

- More frequent service and facilities as development occurs, e.g. Quality Routes Program
- Preserve traffic capacity



# 5. Implementation (Five Year Actions)

## Key Implementation Tasks

### c. Streetscape

- Improve intersections and roadway in partnership
  - at least \$7.5 million 2008 bonds, est. \$15 million total
- Other investments (auditorium renovations \$50 million, other projects)

### d. Public Safety

- Launch intensive corridor education and cooperation effort on security
- Monitor public safety resource needs



# 5. Implementation (Five Year Actions)

## Key Implementation Tasks

### e. Marketing and Development Emphases

- University/Mixed Use Village
- Sports/Recreation/Fitness Village
- Hospitality Village
- Extended Corridor Connections

# 2009 Implementation

- ▶ Removal of Reversible lanes
  - ▶ Funding for Streetscape Improvements
  - ▶ Streetscape Design: Guiding what occurs within the public right-of-way
  - ▶ Guiding Development and Design of Private Property Investments
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# DECORATIVE LIGHTING & BANNERS



Pedestrian scale light poles may be spaced between existing utility poles.



Combined contemporary vehicular scale street light with pedestrian arm attachment.  
Custom metal banner.



Decorative vehicular scale street light.  
Custom fabric banner.

# ACCENT CORNER PAVING TREATMENTS



- Specialty paving
- Site furnishings
- Wayfinding signage

# REFUGE ISLANDS



- Widened pedestrian crossings
- Refuge islands

# ROADWAY INTERSECTION & PEDESTRIAN CROSSING TREATMENTS



- Thermoplastic roadway treatments
  - Intersection areas
  - Pedestrian crosswalks
- Mfr: Streetprint, Duratherm

# LANDSCAPE PLANTINGS



- At-grade planters
- Visual interest
- Buffering adjacent to roadway

# PEDESTRIAN SIGNALS & SIGNAGE



Pedestrian pushbutton in refuge island



Pedestrian countdown signal



Pedestrian warning  
Flashing sign



Pedestrian warning sign flashes upon a crosswalk at night

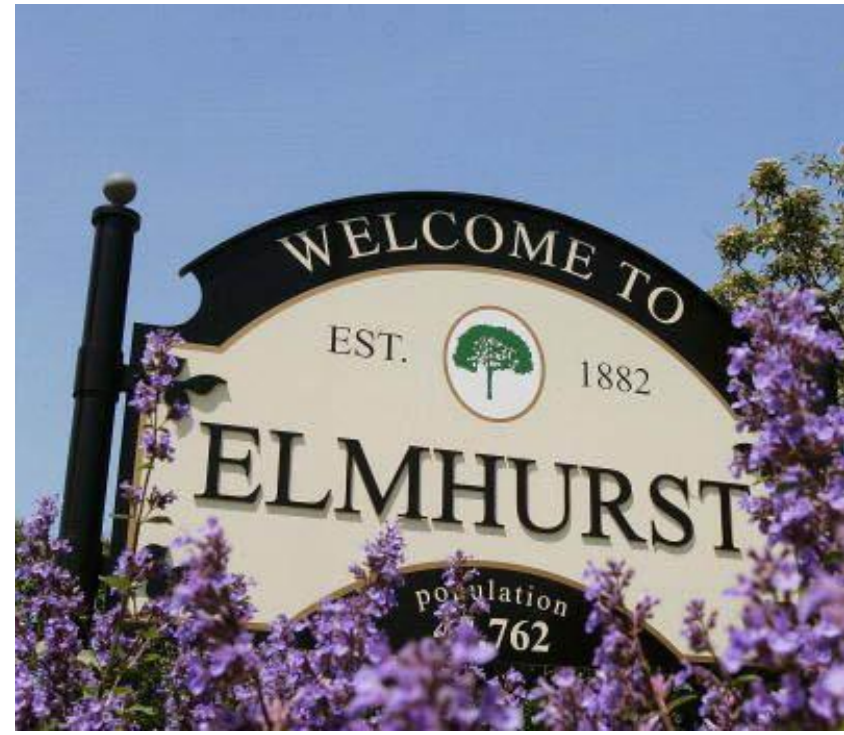
# IDENTIFICATION SIGNAGE



Free-standing  
pole mounted  
wayfinding sign



Wayfinding signs mounted  
to light pole



Free-standing pole mounted gateway sign

# SITE FURNISHINGS



Bench and Litter Receptacle  
Mfr: Landscape Forms  
Model: Scarborough



Landscape Bollard  
Mfr: Landscape Forms  
Model: Annapolis



# BUS STOPS



Bus Shelter  
Mfr: JC Decaux

# Tonight:

## Toolbox for Implementation

- ▶ Mission: Encouraging Investment by providing the right mix of zoning, incentives, and design guidelines
  - ▶ Objective for the Evening: Understanding public ideas and perceptions about the characteristics of development that support the unique nature of the corridor.
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